

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBUSTIBLES, INC.

Ad No. PB1-101-B3-Reg. No. R-91565-1 Sided Valassis Mailer-4/c-18" x 10-13/16"-August 10, 1986
Printed in U.S.A.

1 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

New Cambridge: Taste breakthrough at a generic price!



Regular 16
Mentals
Lights 16 800's

LIGHTS

Save \$2.00 on New Cambridge!

SAVE \$2.00 on your next carton purchase...
\$100 New Cambridge

1. Redeemable only on a purchase of 10 or more cartons of New Cambridge cigarettes. 2. Offer good only on purchases made between 8/1/86 and 8/31/86. 3. Limit one redemption per household. 4. Void where prohibited. 5. See back of coupon for complete rules and regulations. 6. © Philip Morris Inc. 1986.

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Use these coupons
to taste-test
New Cambridge.

Ms. suggested retailing.

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